



## **OUTCOME 5 - TOURISM COMPONENT**

### **Progress Report, January – December 2011**

**Name of Project:** Samoa-Australia Partnership for Development

**Implementing Agency:** Samoa Tourism Authority

**Project Coordinator:** Amiaifolau Afamasaga - Luatua

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#### **Summary of Project Goal and Objectives:**

The main goal of the Samoa-Australia Partnership for Development Project is ***“to safeguard human development in Samoa from risks associated with climate change on planning, water resources, fire prevention and tourism sectors while simultaneously reducing green house emissions across these sectors”***

The objectives are:

- To increase the resilience and adaptive capacity of Samoa’s meteorological, planning, water, fire and tourism sectors with ongoing sustainable sources of funding
- To reduce the nation’s green house emissions through mitigation technologies within the agro-forestry sector

The Tourism Component which is the Outcome 5 of the Samoa-Australia Partnership for Development Project aims to ***“increase the resilience and adaptive capacity of the tourism sector in Samoa, by reducing current and future climate-related risks to the sector and its related economic, social and environmental systems”***

## **1. INTRODUCTION**

The Tourism Sector is the 9<sup>th</sup> priority sector on the list of Adaptation priorities which is now being implemented under the Samoa Australia Partnership for Development Programme project funded by the Government of Australia through its AusAID programme. The Tourism Component is the 5<sup>th</sup> of 7 components under this NAPA 4 Programme.

The main focus of the Tourism Component is to ***“increase the adaptive capacity and resilience of the tourism sector to the adverse impacts of climate change.”***

The leading implementing agency for the Tourism Component is the Samoa Tourism Authority which is the national tourism office and also the coordinating body for the tourism sector in its product development, destination marketing and research statistical programmes in Samoa.

The period reported, is March 2010 to December 2011, however the Tourism Component had just started implementation in January 2011, hence the activities reported were implemented from January 2011 to date.

## **2. PROJECT PROGRESS**

### **2.1 Activities Implemented**

The following is a list of the activities that the Tourism Climate Change Project was able to achieve for the year 2011. The Tourism Component is ranked 5<sup>th</sup> in the Strategic Results Framework for the NAPA 4 Document and the tasks which follow are numbered accordingly.

#### ***Output 5.1 National Tourism Climate Change Adaptation Strategy for Samoa, 2011 – 2016***

- With the funding assistance from the Samoa – Australia Partnership, the NAPA 4 Project, the Samoa Tourism Authority and the Samoa tourism sector were able to contract the PECL & KVA Consult Association to formulate the National Tourism Climate Change Adaptation Strategy for Samoa, 2011 – 2016.
- This Strategy is very important in its role as it hopes to not only assess the current climate change risks faced by the tourism sector but also identify measures to increase and strengthen the sector’s adaptive capacity and resilience to these adverse impacts.
- The deliverables included under formulation of the National Tourism Climate Change Adaptation Strategy include:
  - Conducting Initial site inspections and submission of Initial Site Inspection Report (please refer to printed report submitted).
  - Submission of the draft of the National Tourism Climate Change Adaptation Strategy for Samoa.

- Submission of the Mainstreaming report on Tourism policies (printed copy of Mainstreaming Report submitted).
  - Submission of the Final NTCCASS (printed copy attached).
  - Submission of the Communication & Training Strategy.
- Deliverables that have been completed for the NTCCASS are as follows:
- *Site Inspection Report 2011*
  - *Draft National Tourism Climate Change Adaptation Strategy, 2011- 2016*
  - *Mainstreaming Report of Climate Change Adaptation and Disaster risk into all Tourism Policies, January 2012*
  - *National Tourism Climate Change Adaptation Strategy for Samoa, 2011 – 2016 Final*
- The fifth component of the Strategy, is the Mainstreaming Report in which climate change impacts and disaster risk reduction are mainstreamed into all relevant Tourism Policies such as the Tourism Development Plan: 2009- 2013, Samoa Accommodation Standards – Beach Fales and Hotels, Step by Step Guide, Workforce Development Plan as well as the Tourism Development Bill. This Report has outlined specific recommendations on how disaster risk reduction and climate change adaptation should be incorporated in all the stated policies including the Tourism Development Bill. These Tourism policies are also planned for review which will incorporate the recommendations made from this Mainstreaming Report.
- Advertisements for the Samoan translation are posted on our local newspapers, namely Samoa Observer, Newsline & Le Weekender for Expressions of Interest submissions which are due on Friday, 17<sup>th</sup> February 2012. Translation work for the NTCCASS document will be carried out for 3 weeks beginning on March 5<sup>th</sup> upon awarding of the translation work to the successful applicant. Interested applicants are informed to uplift a detailed Information Package from the Samoa Tourism Authority Office.
- The NTCCASS will be an important document for the tourism sector and given the fact that most beach fale operators and community owned tourism attraction sites are owned by local Samoans, the document being available in both English and Samoan languages will ensure that all operators at all levels understand what the Strategy is and what it plans for the sector in terms of increasing resilience and adaptive capacity to climate change impacts.
- The next step after translation of the NTCCASS, is its printing and distribution to all stakeholders as well as Implementation of the First year of the Work Plan therein. The final component of the Strategy yet to be completed is the Communications and Training Strategy which will guide the implementation of the NTCCASS and its work plan. As was discovered during consultations of this Strategy, the Tourism Component will be looking at implementation from other sources of funds after the Samoa – Australia Partnership, NAPA 4.



Figure 1: Consultation with industry on NTCCASS



Figure 2: Consultation for Savaii on Draft NTCCASS



Figure 3: Consultation for Upolu on Draft NTCCASS



Figure 4: Site Inspection of Savaii properties – Regina Beach Fales



Figure 5: Drainage in front of Tatiana Motel, Fugalei



Figure 6 – Site Inspection of Savaii properties – Joelan, Lano

#### ***Output 5.2 Education, Training & Awareness***

- As the Tourism Component has just begun implementation early in 2011, there have been few awareness programmes through **commercials** on local television and radio such as Tourism Business Planning taking into account the impacts of climate change and disaster risk reduction.
- A **training DVD** has also been completed which identifies simple energy and water conservation measures as an adaptation tool to adverse impacts of climate change. These simple conservation methods include tips on conservation of water and energy during washing and cleaning, cooking, printing, as well as usage of hotel facilities such as conference rooms, elevators, air condition, etc. This mainly targets the tourism accommodation sector and their housekeeping staff, kitchen staff and receptionists as well as all staff members to be mindful of energy and water usage during their work.

The training DVDs will be copied and distributed to the accommodation providers (hoteliers and beach fale operators) in Samoa from the next funding allocation during this financial year, 2012.

#### ***Output 5.3 Environmental standards for tourism services and properties developed***

- This task was not implemented during the first implementing period as it requires more detailed research as well as the fact that the mainstreaming of tourism policies had been a major part of the National Tourism Climate Change Adaptation Strategy. The Samoa Accommodation Standards is also planned to be reviewed and the recommendations from the Mainstreaming Report from the NTCCASS will also be used to assist with the review. The reviewed standards will be instrumental in developing environmental standards for all other tourism services.

#### ***Output 5.4 Establishment of a Tourism Climate Change Resource Center***

- A Tourism Climate Change Resource Center has also been built with funding assistance from the Project to gather and store tourism and climate change related information for research and information for not only the tourism industry but the public.

At the moment, all filing cabinets and furniture have been purchased and the Resource Room is currently being used for meetings and consultations and have yet to open to the public till due time when all resources and information have been collected and in place. Once completed, the Resource Room will be made known to the public via our existing communication means such as the online weekly tourism circular, corporate website which is in its development stage as well as our weekly and fortnightly radio programmes.

This Resource Center will be used by all tourism stakeholders for research, study and an information center for all climate related information as well as tourism information sourced locally and within the region as well as globally via electronic means.

Having an informed sector on the vulnerabilities they face with regards to climate change impacts, learning of lessons from other countries especially the Pacific islands will also assist the tourism operations plan more effectively and manage their resources better to be able to recover more quickly from threatening disasters both natural and epidemic which will likely worsen with the increase of gradual impacts of climate change.

### **Output 5.6 Project Administration**

#### ➤ *Tourism Climate Change Taskforce*

- A Tourism Climate Change Taskforce was also established comprising of executive members from the Samoa Hotels Association, Savaii Samoa Tourism Association and representatives from the Ministry of Finance, MNRE and STA. The role of the Tourism Climate Change Taskforce is to provide guidance and support on activities implemented for the project with executive representatives from the main tourism associations as well as the line ministries involved in this Project.

#### ➤ *Tourism Climate Change Project Unit.*

- A project coordinator was recruited early in 2011, for coordination of the Project activities with and upon advice and support from the Tourism Climate Change Taskforce and the Samoa Tourism Authority.
- A project vehicle was also procured as well as office stationery and equipment to assist with activities of the Project.

### **3. PROPOSED ACTIVITIES, 2012**

#### *(5.1) National Tourism Climate Change Adaptation Strategy for Samoa, 2011 – 2016*

The Tourism Climate Change Project hopes to finalise its National Tourism Climate Change Adaptation Strategy and head into the implementation of its prioritised activities for the next five years and beyond with the following objectives:

- Increase the resilience of the tourism sector to climate change impacts through the implementation of immediate adaptation measures.
- Enhance the resilience of tourist facilities and infrastructure including key resource supply ( food, water, electricity) to the impacts of Climate Change
- Increase the resilience of the tourism sector to the impacts of climate change through mainstreaming climate risks into tourism-related policy instruments.
- Strengthen human capacity to identify, analyse, implement, monitor and evaluate cost-effective mitigation and adaptation measures

- Raise awareness at the national, sector and community levels about the need to promote and support climate change adaptation measures.
- Develop sustainable financing mechanisms in support of tourism climate change adaptation actions nation-wide.

#### *(5.2) Trainings , Education & Awareness*

With funding available also, more awareness material will be produced as well as distribution of the current material already made for the tourism sector's information and the public such as the training DVD targeting Tourism Accommodation providers' staff, radio and television advertisements on the importance of taking into account impacts of climate change when planning a tourism development and for the existing properties to ensure all requirements are met in relation to safety and disaster preparedness. The training & awareness components of the NTCCASS will also be targeting the tourism sector in raising the awareness on the vulnerabilities faced by not only tourism but other sectors as well from impacts of climate change. The Communication and Training Strategy will also be outlining steps of implementation of the whole NTCCASS and all trainings, awareness and educational programmes emanating from the Strategy will be factored in to the existing committees and personnel looking after trainings and educational programmes.

#### *(5.3) Environmental standards developed*

This project will look at an introduction and research into development of environmental standards for tourism services and properties. This also takes into account the Mainstreaming Report recommendations done for the Samoa Workforce Development Plan and Samoa Accommodation Standards which will both contribute to the development of environmental standards for the tourism sector.

#### *(5.4) Information and Resources for Resource Room*

The Tourism Climate Change Project will also look at sourcing more information and relevant resources for its Resource room. The Resource Room will store all relevant information pertaining to climate change and tourism particularly on resource and disaster management and best lessons learnt from other countries and in the region to assist our tourism operations with their planning and developments. Information will be sought from local providers such as the central Meteorological office on climate projections and weather updates, regional information from SPREP and the University of the South Pacific as well as on-line information to be stored electronically.

#### *(5.5) Monitoring & Evaluation*

As this will be the second year of the Project, the implementation of the first year of the NTCCASS will also require follow-up visits to the tourism operations highlighted as part of the initial site visits to monitor impacts and recommend options for best protection as advised in the NTCCASS.

#### *(5.6) Project Administration*

The Tourism Climate Change Adaptation Project through its Project Coordinator will continue to work closely together with the leading implementing agency, MNRE which is in charge of the logistics and advice through the Climate Change Coordinator. This will ensure that initiatives done and proposed are in line with the climate change adaptation efforts and activities Samoa is trying to achieve for all its priority sectors identified.

#### **4. SAMOA TOURISM AUTHORITY'S ROLE**

The Samoa Tourism Authority has also played a major role as the host ministry in ensuring that the Project activities are implemented within the given time-frame according to its objectives and goals.

The objectives of the Project are also vital to STA's role in ensuring that the tourism sector is prepared and aligned with the market's expectations of the services and products on offer, which are further enforced during annual product inspections conducted by the Planning & Development Division. Furthermore, the Samoa Accommodations Standards Committee which comprises of members from the ministries and organisations (*Ministry of Works, Transport & Infrastructure – Asset & Building Management Section, Ministry of Health – Public Health Section, Ministry of Natural Resources & Environment – PUMA Division, Electric Power Corporation, Fire & Emergency Safety Authority, Samoa Hotels Association, Savaii Samoa Tourism Association and STA*) conducts Standards compliant inspections according to the minimum standards requirements in the SAS guide booklets.

The current minimum standards requirements in particular as per Samoa Accommodation Standards booklets have sections on Security and Safety which enlists all emergency requirements that properties must have in place and are further enforced during Samoa Accommodation Standards inspections. This includes having a Disaster Management Plan, an Emergency Safety Plan, a designated assembly area, an evacuation route and so forth.

In-kind contribution of the STA included assistance rendered by staff during inspections and site visits for the formulation of the NTCCASS, as well as payment for urgent activities which required immediate assistance. Part of payments for staff accommodation, payment for meals, vehicle freight, boat fares and overnight allowances during site inspections for formulation of the NTCCASS in Upolu, Manono and Savaii were also done by STA.

The Resource Center's filing shelves were built by STA workers as in-kind contribution to the project.

The Project is also assisted greatly by the Planning & Development Division Manager and Team who play a crucial role in providing assistance for the project.



## 5. CHALLENGES

As an Authority operating with specific targets and goals as well as having its own payment systems separate from government ministries, there were many challenges in the beginning particularly with payment processes. These processes which go through the focal point and leading implementing agency MNRE handling all payments before passed to the Ministry of Finance which also has its own internal processes, take up valuable time which sometimes result in the Samoa Tourism Authority using its local budget to fund activities which need urgent payment. This especially occurred during urgent tasks such as the site inspections for formulation of the NTCCASS.

Furthermore, another challenge was the delay in finalizing the National Tourism Climate Change Adaptation Strategy which is a result of STA's commitments with its other urgent activities such as the Miss South Pacific Pageant and Teuila Festival requiring key staff members whose contribution was crucial for the Strategy. The other contributing factor to this delay is a result of the quality of some of the required outputs delivered by the consultants for the Strategy which required lengthy reviews and revisions to these documents before they were finalised.

## 6. CONCLUSION

The Tourism Climate Change Project has completed the majority of its stipulated tasks for the year 2011. It is also anticipated that the activities set out for the year 2012 given the funding support from AusAid and the continuous support from the leading implementing agency as well as advice and guidance from the Tourism Climate Change Taskforce and the Samoa Tourism Authority Management, will see the Project through to successful completion of its planned activities for this year.

**Prepared by Project Coordinator** \_\_\_\_\_  
Amiaifolau Afamasaga – Lutua

**Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**Approved by Chief Executive Officer** \_\_\_\_\_  
Papalii Matatamalii Sonja Hunter.

**Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

